



ECoachBiggi.com E-MAIL NEWSLETTER

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"The way to develop self-confidence is to do the thing you fear." - William Jennings Bryan

Take small steps today:

- **Walk to work.**
- **Use fat free milk over whole milk.**
- **Do sit-ups in front of the TV.**

Welcome!

Welcome to the first issue of eCoachBiggi.com's e-mail newsletter in California!

Thank you for your interest in our business and our continued commitment to making you a healthier and happier person.

What's new?

In June we started offering a six-months commitment contract to our one on one training clients. By committing to at least one training session per week for a period of six months, you can save **21%** off the single session rate. Payments are made at the beginning of each month.

It's all about Balance!

(I wrote this article one year ago, but I think it's still relevant, since many people still think low-carb is the way to go.)

Extremes don't work, balance does!

What's wrong with low-carb diets?

A low carb diet is high in fat, especially saturated fat, which is proven to lead to heart disease. (I just got off the phone with my mom in Germany. The German TV is warning people of the Atkins diet and its affects on the arteries causing heart disease or possibly death!) Do not deprive your body of an essential nutrient. Carbohydrates are the body's preferred source of fuel, which is stored as glycogen in your muscles.

Why does it appear to be working?

For every gram of glycogen that you store your muscles will store about 3g of water. When you stop consuming carbs, you stop refilling your glycogen stores. Since glycogen binds with water, a reduction in glycogen storage results in water loss. That water loss shows itself on the scale, and that's the trap people fall into that leads them to believe the diet's working.

Who profits?

So, when was the last time someone got rich by doing something good for you? Do they have fast food restaurants because they are good for you? Do they sell cigarettes because they are good for you? How much money have you spent already on overpriced low-carb products? You definitely know that something is wrong when they are now trying to sell you supplements that you need (i.e. vitamin and fiber supplements) because you cut out carbs from your diet. Basically they are stating that you do need carbs and other nutrients that come

with vegetables. But why buy inexpensive potatoes or brown rice or other starchy vegetables, when you can have high-priced nutritional products and supplements? Right?

Calories in vs. calories out

The secret to weight loss is not in cutting out whole food categories. The energy balance equation is driven by common laws of physics and thermodynamics: Energy cannot be created or destroyed. Energy is either used or stored. When "calories in" are less than "calories out," a state of negative energy balance occurs and body weight decreases. In contrast, when "calories in" are greater than "calories out," a state of positive energy balance occurs and body weight increases. Being overweight is a result of being in a positive energy balance where "calories in" is greater than "calories out". This can be caused by: eating too much, not enough exercise or activity, having a low metabolic rate.

A well-balanced diet

A healthy, balanced diet should consist of 1/3rd of each of the following: 1. Lean proteins (i.e. fish, chicken, egg whites), 2. Fibrous carbohydrates (i.e. broccoli, brussel sprouts, carrots), 3. Starchy carbohydrates (i.e. potatoes, yams, brown rice).

Get off the fad and into a healthy lifestyle by eating a balanced diet and starting a regular exercise program. At eCoachBiggi.com we are committed to helping you make long-term lifestyle changes that produce long-lasting results!

Links to more articles

http://www.24hourfitness.com/html/newsletters/weight_management

<http://www.philkaplan.com/thefitnesstruth/atkinsrevisited.htm>

<http://www.bodiesbyhoffman.com/articles.html>

Services offered:

- One on one Personal Training*
- Program Design*
- Nutrition Coaching*
- Massage Therapy*
- Cholesterol and Blood Glucose Testing*
- Postural Assessment*
- Body Composition Analysis*
- The Egoscue Method – Postural Therapy*

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What does Biggi do?

Water is truly a miracle drink. Your body needs it for countless behind-the-scene processes, from digesting food to regulating body temperature. Although it doesn't contain calories, water helps you feel full, which makes it an excellent weight-loss aid. Feeling fatigued? You may not need sleep — you could simply be dehydrated. In fact, many women are often in a mild state of dehydration, resulting in lowered blood volume, less blood flow to your brain and your heart having to pump harder. And worst of all, by the time you actually feel thirsty you've already lost 2% to 3% of your body fluid! To stave off dehydration, always aim to drink eight to 10 glasses of water a day. Your body needs it, so drink up!

I will have one glass of water immediately after getting up in the morning. Those of you that know me know that I always have a bottle of water with me. I drink a minimum of 2 liters of water a day, more if it is hot or I exercise vigorously. It is especially important to stay hydrated during strenuous physical labor and during exercise. I **do not** drink sodas, milk, or fruit juice. These beverages are full of simple sugars and are therefore contraindicated for weight loss.

Coupons

New Clients!

When you sign up for our new 6 months contract you will receive:

Free 1 hour training session

Refer a Friend!

Refer a friend that spends a min. of \$350 with us and you will receive:

Free 1 hour training session

For more information

You can contact Biggi at **650-258-2937** or via e-mail at biggi@eCoachBiggi.com.

If you would like to comment on this newsletter or have suggestions for future topics, please send e-mail to feedback@eCoachBiggi.com.

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Links

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